

MENA White Goods Market Report and Forecast 2023-2028

Market Report | 2023-10-26 | 191 pages | EMR Inc.

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Report description:

MENA White Goods Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the MENA white goods market reached approximately USD 27.31 billion in 2022. Aided by the increasing consumer disposable income, the expanding real estate sector, and the rising demand for energy-efficient appliances, the market is projected to further grow at a CAGR of 6% between 2023 and 2028, reaching a value of USD 38.31 billion by 2028.

White goods, a term commonly used to refer to large home appliances such as refrigerators, washing machines, dishwashers, and air conditioners, have become indispensable in modern homes. These appliances not only add convenience to our lives but also enhance the functionality and aesthetics of our living spaces.

The increasing consumer disposable income is one of the key factors driving the MENA white goods market growth. As more and more households move up the income ladder, the demand for quality and technologically advanced white goods increases. This consumer trend is complemented by a simultaneous rise in the standard of living and a shift towards more modern and convenient lifestyles, further bolstering the market growth.

Another key factor propelling the MENA white goods market expansion is the flourishing real estate sector in the region. The steady rise in residential construction and the increasing rate of urbanisation have led to an increased demand for white goods. The ongoing trend of smart homes and integrated appliances is further intensifying the demand for technologically advanced white goods in newly constructed properties.

The escalating demand for energy-efficient appliances also contributes significantly to the MENA white goods market development. With the growing awareness about energy conservation and the rise in electricity tariffs, consumers are increasingly preferring energy-efficient appliances, pushing manufacturers to innovate and produce appliances that conform to the highest energy efficiency standards.

In the backdrop of the global emphasis on sustainability, manufacturers are also investing in producing eco-friendly appliances. This is not only in response to consumer preferences but also in line with the stringent environmental regulations imposed by various governments in the MENA region.

Furthermore, the increase in the number of single-person households and the rise in the women workforce have led to a

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heightened need for time-saving home appliances, thereby augmenting the MENA white goods market growth.

Market Segmentation □

The market can be divided based on product, end use, and country.

Market Breakup by Product

- Window Air Conditioners
- Decorative-Type Split Systems
- Central Acs
- Air Handling Units
- Variable Refrigerant Flow Systems
- Fan Coil Units
- Roof Tank Water Coolers
- Chest Freezers
- Showcase Refrigerators
- Air Purifiers
- Contactless Handwash Units

Market Breakup by End Use

- Residential
- Commercial

Market Breakup by Country

- Saudi Arabia
- United Arab Emirates
- Bahrain
- Egypt
- Iran
- Morocco
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the MENA white goods companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- LG Electronics
- Carrier Global Corporation
- Daikin Industries, Ltd
- Gree Electric Appliances, Inc.
- Midea Group
- Rheem Manufacturing Company
- Zamil Industrial
- S.K.M Air Conditioning LLC
- Awal Gulf Manufacturing Co.
- Trosten Industries Company LLC
- Others

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